SSIR Online Submission Guidelines

SSIR receives many online article submission inquiries. To improve chances for acceptance, please review the following guidelines carefully and include relevant information in your initial article pitch.

Pitches should be less than 200 words and include:
- A working headline and sub-headline for the story you propose
- A short description of the topic and its central points
- How the topic ties into an event or situation that’s off the news/top of mind
- Why the topic is relevant to SSIR readers and how it will benefit their work
- How the topic builds on or enhances SSIR’s existing archive of stories

SSIR Online aims to cultivate a provocative, perspective-rich environment where SSIR readers—innovators and leaders in social change—come to share opinions, ideas, advice, and information with their community. Browse the most recent posts here.

Guidelines:
- Individual posts should run around 1,000-1,200 words.
- Posts should be written in a clear, engaging, and accessible first-person style that minimizes jargon and buzzwords. If you are introducing a term that is used to describe a broad concept with varied meanings, such as social entrepreneurship, define how you are using it.
- Posts should be submitted as an attachment in Microsoft Word.
- The most successful online articles express a strong opinion or pose a question that sparks debate.
- When possible, posts should respond to news events or significant trends. “Off the news,” timely posts are generally the most popular.
- If your submission is accepted, you will be asked to provide a hi-resolution headshot and a 2-sentence bio. Please include your linked Twitter handle in your bio if you have one.
- Relevant infographics, photos, and illustrations are encouraged; please provide one-sentence captions and photo/illustration credits for each image you submit.
- SSIR does not include footnotes in online-only articles.
- Reference to relevant, previously published SSIR articles is encouraged.

Editorial Process
- Authors are responsible for verifying all facts, including dates, as well as the correct spelling of names of people and organizations.
- Editors use Stanford Social Innovation Review style, which is based on Associated Press style; however, we do use serial commas.
- Although SSIR welcomes suggestions from authors, our editors have the final say on the headlines, illustrations, and placement of online articles.
- SSIR requires all authors to transfer exclusive copyright, including the right to electronic distribution, for SSIR online articles to Leland Stanford Jr. University.
- SSIR accepts only original articles not previously published elsewhere.
• **SSIR** asks that authors do not cross-post their online entries to other websites; please discuss with the editor in advance of editing and publication if this is a concern.

• **SSIR** can display the photograph of only one author in certain areas of the website and on social media. If there is more than one author, **SSIR** will use the photograph of the first author listed on the byline in those areas. The photographs of all authors will be shown alongside the bios at the end of the article.

• **SSIR** generally does not run more than one post per month by the same contributor.

**General Writing Tips**

• **Craft an opening that grabs readers’ attention.** The best openings include a story that illustrates the problem you are addressing, or a reference to a recent news event or timely trend.

• Clearly state your central message and support it with logical arguments, empirical evidence, illustrative examples, and direct quotations. Introduce subheadings as necessary to improve readability and clarify the main points you are making.

• Make sure to provide enough context for your topic so that it is accessible and relevant to a broad audience. **SSIR**’s audience includes nonprofit and foundation leaders, socially responsible business leaders, policy makers, public sector managers, academics, and researchers studying social problems and social purpose organizations.

Contact **SSIR** Senior Digital Editor Jenifer Morgan with questions: jeniferm@stanford.edu.

*Stanford Social Innovation Review* is an award-winning magazine and website that covers cross-sector solutions to global problems. **SSIR** is written for and by social change leaders in the nonprofit, business, and government sectors who view collaboration as key to solving environmental, social, and economic justice issues. Published at the Stanford Center on Philanthropy and Civil Society, **SSIR** bridges academic theory and practice with ideas about achieving social change. **SSIR** covers a wide range of subjects, from microfinance and green businesses to social networks and human rights. Its aim is both to inform and to inspire. [www.ssir.org](http://www.ssir.org)

**View SSIR’s full submission guidelines, including guidelines for submission to the print edition, here.**